

A Snapshot of Indiana Main Streets

Population

One hundred sixty-five communities ranging in population from Stinesville, 194, to Indianapolis, 781,870, participate in the Indiana Main Street program. The average population of a Main Street community is 18,098, with an average population growth rate from 1990 and 2000 of 8.9 percent. As census figures show, population in Indiana Main Street communities grew at a slower rate than both the state and nation over the same time period.

Income

On average, Indiana Main Street communities have less income than the state and nation. Census data for 2000 indicates median household income for communities is \$36,316, only 87 percent of the state median income of \$41,567 and 86 percent of the national. Only 33 of the 165 communities have median incomes greater than the state. These communities are concentrated in the Indianapolis and Chicago metro areas and, to a lesser extent, in the Fort Wayne area. The table to the right details income differences by Department of Commerce region. A map of these regions is included in Appendix B.

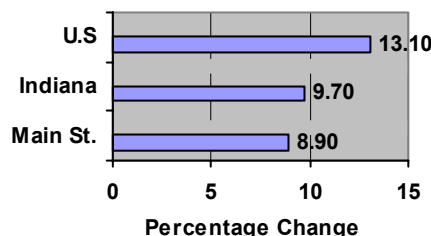
Employment and Occupation

As 2000 Census figures show, Indiana Main Street communities had slightly more manufacturing employment than the state and slightly fewer people in white-collar occupations. People employed in blue-collar occupations make up the bulk of the Main Street employment base.

Housing

Most Main Street communities have high rates of owner-occupied housing, 68 percent, compared with the national figure, 66 percent. Indiana as a whole has a higher figure, 71 percent, than Main Street communities or the nation.

Population Change, 1990-2000

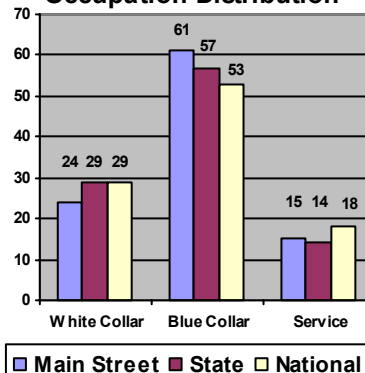


Median Income, 2000

DOC Region	Main Street
1	\$46,145
2	\$35,954
3	\$41,180
4	\$34,645
5	\$37,924
6	\$32,594
7	\$45,578
8	\$32,301
9	\$33,722
10	\$31,637
11	\$31,972
12	\$32,141
MS Avg.	\$36,316
Indiana	\$41,567
U.S.	\$42,148

Source: STATS Indiana

Occupation Distribution



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What Do These Figures Tell Us?

Outside of the metropolitan areas, Indiana Main Street communities reflect many of the characteristics of most rural American downtowns—slower population growth, lower incomes, fewer professional opportunities, and higher concentrations of home ownership. These trends aren't surprising; many Main Street downtown revitalization efforts often work in direct response to these trends.

The real question is what do these figures mean for programs that support downtown revitalization?

Communities need to know their demographic and economic characteristics and how to interpret this data. Useful information should detail how a community compares within its region, the state and the nation on key variables relating to population, income and employment. Communities should also keep track of changes over time in these variables to note positive or negative trends.

When a community has a clear understanding of its demographic and economic profile, it can use the information to develop realistic strategies to maximize or minimize identified trends. Downtown revitalization efforts that take the time to develop a revitalization strategy based upon demographic and economic data place themselves a step ahead of those that don't.

Demographic and economic data are periodically updated. Communities need to monitor data availability and update their community profiles to reflect new information. This data should be used to guide new revitalization strategies.

Appendix C contains brief demographic profiles for each Indiana Main Street community. This information should be seen as a starting point for use by both Indiana Main Street and local communities to inform future revitalization efforts.